Maria

Task	Click Path	Observations	Quotes	Task Completion
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: **1** – easy to complete **2** – completed but with difficulty **3** – not completed
Prompt 1: Find shop on the homepage, choose Tees and find a shirt to buy , and click it.	Homepage > shop tab > Tees > Any Product	- Participant speaks in a positive tone, indicating they like the website overall - Participant knows how to get started - Participant easily navigated to the proper item	"This is straightforward, I think I could find all products on the website"	1
Prompt 2: Select a color, size and quantity for the shirt.	Any Product > Color > Size > Quantity	- Participant easily selects both color and size - Participant speaks in a confident tone	"This makes sense. I see this on other clothing websites."	1
Prompt:3 Select "Add to cart" and complete the checkout process.	Any product >Add to cart > continue to checkout > shipping info > shipping type > payment > info > place order now > confirmation	- Participant knows how to add selected items to the cart - Participant struggles to change or modify items in the cart - Participant has trouble entering or editing billing and "It's shipping info	"The cart is here, that makes sense" "It's a little odd that I can't easily swap this out for something else"	1
Prompt 4: From the homepage, find the muisc section and purchase any music.	Homepage > Music tab > Any product	- Participant struggled with this task and confidence levels dropped - Participant is unable to complete this task	"Hmmm... I don't see Music. Where would I find music" "I started out so good! Ahhhh!"	2
Prompt 5: Apply search filters for tees.	Hompage > Search	- Participant is unable to complete this task - Participant couldn't find the search function, became frustrated, and gave up	I think I'm done. Thank you."	2

Anna				
Task	**Click Path**	**Observations**	**Quotes**	**Task Completion**
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: **1** – easy to complete **2** – completed but with difficulty **3** – not completed
Prompt 1: Find shop on the homepage, choose Tees and find a shirt to buy , and click it.	Homepage > shop tab > Tees > Any Product	Does not mention frustration Participant went through many steps to accomplish their goal	" super confusing. I don't even know where this would be."	1
Prompt 2: Select a color, size and quantity for the shirt.	Any Product > Color > Size > Quantity	Once the participant selected the product it was clear how to select size and color.	" I'm not sure if this is the right way to go" Then followed by an change in navigational strategies.	1
Prompt:3 Select "Add to cart" and complete the checkout process.	Any product >Add to cart > continue to checkout > shipping info > shipping type > payment > info > place order now > confirmation	Participant went through many steps to place order.	" Bit confused"	2
Prompt 4: From the homepage, find the muisc section and purchase any	Homepage > Music tab > Any product	Participants was quick and selected the product	" Finally i found option"	1
Prompt 5: Apply search filters for tees.	Hompage > Search	Participant said they understood the value of the serach once they were able to find it	"Now that I'm able to find this search feature, it was easy to find what i need"	1

Jim				
Task	**Click Path**	**Observations**	**Quotes**	**Task Completion**
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Prompt 1: Find shop on the homepage, choose Tees and find a shirt to buy , and click it.	Homepage > shop tab > Tees > Any Product	Participants overwhelmed by the process	" Steps is simplified and easy to make a purchase"	1
Prompt 2: Select a color, size and quantity for the shirt.	Any Product > Color > Size > Quantity	Reaches destination within 2 attempts Does not mention frustration Participant went through many steps to accomplish their goal	"There isn't any way to change the Size"	2
Prompt:3 Select "Add to cart" and complete the checkout process.	Any product >Add to cart > continue to checkout > shipping info > shipping type > payment > info > place order now > confirmation	Once the participant was in the menu it was clear how to change SIze and color.	This is confusing because I just clicked on the add to cart , but don't know where to add more product"	2
Prompt 4: From the homepage, find the muisc	Homepage > Music tab > Any product	Participant said they love the music page and tempted to purchase.	"This was just pretty challenging altogether"	2
Prompt 5: Apply search filters for tees.	Hompage > Search	Participant became frustrated and gave up when they couldn't find tees in search.	"I think serach option helped me a lot"	1
Additional Notes: Add any notes about what the participant shares after the tasks are complete.				

Jorge				
Task	**Click Path**	**Observations**	**Quotes**	**Task Completion**
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: **1** – easy to complete **2** – completed but with difficulty **3** – not completed
Prompt 1: Find shop on the homepage, choose Tees and find a shirt to buy , and click it.	Homepage > shop tab > Tees > Any Product	Participant slected the product fast and smiple.	"Easy steps for selecting the product"	1
Prompt 2: Select a color, size and quantity for the shirt.	Any Product > Color > Size > Quantity	Participant said they understood the value of the feature once they were able to find it.	"I'm confused to go back and froth to edit."	2
Prompt:3 Select "Add to cart" and complete the checkout process.	Any product >Add to cart > continue to checkout > shipping info > shipping type > payment > info > place order now > confirmation	Participant went through many steps to accomplish their goal.	"This makes sense. I see this on other clothing websites."	1
Prompt 4: From the homepage, find the muisc section and purchase any music	Homepage > Music tab > Any product	Participant didn't know where to begin looking for Music after making a purchase	"Challenging but esay steps"	1
Prompt 5: Apply search filters for tees.	Hompage > Search	Participant said they it was same like other ordering website.	"Search option was useful"	1